University of Gdańsk

Subject card

Subject name and code	Dedicated programs in tourism, PG_00167960		
Field of study	Sightseeing and Historical Tourism		
Date of commencement of studies	October 2025	Academic year of realisation of subject	2026/2027
Education level	Master's studies	Subject group	Obligatory subject group in the field of study Humanistic-social subject group
Mode of study	full-time studies	Mode of delivery	at the university
Year of study	2	Language of instruction	Polish
Semester of study	3	ECTS credits	2.0
Learning profile	academic	Assessment form	credit
Conducting unit	Division of Eastern Europe History -> Institute of History -> Faculty of History -> Rector		
Name and surname of lecturer (lecturers)	Subject supervisor	dr hab. Magdalena Nowak	
	Teachers	mgr Bogdan Donke	

Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						

Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan	Participation in consultation hours	Self-study	SUM
	Number of study hours	30	6.0	20.0	56

Subject objectives	Preparing students for creative work while developing tourist programs dedicated to various target groups.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[KiTHMU2_K03] Is ready to initiate and carry out activities for the protection and promotion of natural values and cultural heritage of the region, Poland and Europe	During the preparation and implementation of dedicated programs, a student is ready to initiate and conduct activities for the protection and promotion of natural values and cultural heritage of the Polor region, Poland and Europe	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report [SK5] implementation of a problem task [SK6] demonstration of practical skills [SK8] observation of student's independent or team work
[KiTHMU2_W09] Knows and understands in depth selected issues related to the functioning of the tourism market and various forms of entrepreneurship in tourism	A student knows and understands in-depth selected issues related to the functioning of the tourism market and various forms of entrepreneurship in tourism. The student knows and understands the need to adapt these forms to the needs of various target groups by preparing dedicated programs.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report [SW5] implementation of a problem task
[KiTHMU2_U10] Is able to interact and work in a group, taking on various roles, including managerial ones	During the preparation and implementation of dedicated programs, a student is able to cooperate and work in a group, taking on various roles, including that of a manager, guide and tour operator.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU5] implementation of a problem task [SU6] demonstration of practical skills [SU8] observation of student's independent or team work
[KiTHMU2_U07] Is able to select methods and ways of presenting his/her knowledge, effectively communicating with diverse groups of recipients in Polish and foreign languages	A student is able to select methods and ways of presenting knowledge to individual target groups of tourists in the form of dedicated programs. Communicates effectively with diverse groups of recipients in Polish and foreign languages.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU5] implementation of a problem task [SU6] demonstration of practical skills [SU8] observation of student's independent or team work
[KiTHMU2_W05] Has in-depth knowledge of methods of dissemination of historical and sightseeing knowledge	A student has in-depth knowledge of methods of disseminating historical and tourist knowledge in the form of programs dedicated to specific target groups.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report [SW5] implementation of a problem task
[KiTHMU2_K05] Can think and act in an entrepreneurial manner	By preparing and implementing programs dedicated to tourism, the student is able to think and act in an entrepreneurial way	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report [SK5] implementation of a problem task [SK6] demonstration of practical skills [SK8] observation of student's independent or team work

Subject contents

Selected tourist attractions of Pomerania as dedicated tourism facilities
Case study - amber as a tourist attraction in Pomerania and its use in dedicated tourism
Dedicated programs and various areas of tourist activity (educational programs, agrotourism farms, archaeological and architectural monuments - residences, lighthouses, engineering facilities)
Natural values of Pomerania (national parks, residential parks) in dedicated programs

Prerequisites and co-requisites

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
being present in class	80.0%	20.0%
being active in class	51.0%	20.0%
a project that meets requirements	51.0%	60.0%

Recommended reading	Basic literature	Zdon-Korzeniewska M., Jak kształtować regionalne produkty turystyczne, Wyd. UJ, Kraków 2009 Mikos vor Rohrscheid A., Turystyka kulturowa. Fenomen, potencjał, perspektywy, wyd. 3, Poznań 2016 Kompendium wiedzy o turystyce, red. G. Gołembski, Warszawa 2009
	Supplementary literature	Donke B., Zachowanie dziedzictwa Wybrzeża. Budowa i organizacja Manufaktury Bursztynowej na Mierzei Wiślanej, w: Bursztyn jako stymulator turystyki kulturowej, red. J. Hochleitner, Jantar 2009 Donke B., Usługi dodatkowe w turystyce wiejskiej czynnikiem wzrostu ruchu turystycznego w regionie pomorskim, w: Znaczenie turystyki w gospodarczym rozwoju regionu, red. P. Palich, Pelplin 2016 Donke B., Oferta turystyczna lasów wczoraj i dziś, w: Lasy w Europie. Turystyka - gospodarka - ekologia, red. T. Studzieniecki, Gdynia-Lubieszynek 2013
	eResources addresses	
Example issues/ example questions/ tasks being completed	Describe the features of a program dedicated to seniors. Describe the program dedicated to parents with preschool children. Describe the features of the program dedicated to primary school students (grades 1-4) Design a tourist program dedicated to the selected target group.	
Work placement	Not applicable	

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